

## ORDER



**Orders**  
**Order / Rev:** 668237  
**Alt Order #:** 06072578  
**Product Desc:** RESTORE OUR FUTURE  
**Estimate:** 650  
**Flight Dates:** 03/21/12 - 03/26/12  
**Original Date / Rev:** 03/20/12 / 03/20/12  
**Order Type:** Political

**WUSA**  
**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Restore Our Future  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/27/12	03/25/12	11	\$13,400.00	\$11,390.00
03/26/12	03/26/12	3	\$3,550.00	\$3,017.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2012	11	\$13,400.00	\$11,390.00	0.00
April 2012	3	\$3,550.00	\$3,017.50	0.00
<b>Totals</b>	<b>14</b>	<b>\$16,950.00</b>	<b>\$14,407.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	20%	\$16,950.00
Market	100%	\$84,750.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	29%	\$24,577.50
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$29,662.50
WTTG	16%	\$13,560.00
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	03/21/12	03/23/12	CBS This Morning	CM	7-9a	--WTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
CBS This Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		03/19/12	03/25/12	--WTF--			3			\$300.00		0.00			
E 2	WUSA	03/21/12	03/23/12	9 News @ 6p	CM	6-630p	--WTF--	:30	3	\$750.00	P-3	0.00	NM	3	\$2,250.00
9 News @ 6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

Order / Rev: 668237  
 Alt Order #: 06072578  
 Flight Dates: 03/21/12 - 03/26/12

Advertiser: Restore Our Future  
 Product Desc: RESTORE OUR FUTURE  
 Estimate: 650  
 WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WUSA	03/21/12	03/23/12	9 News @ 6p 9 News @ 6p	CM	6-630p	--WTF--	:30	3	\$750.00	P-3	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/19/12	03/25/12	--WTF--		3				\$750.00		0.00			
E 3	WUSA	03/21/12	03/25/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	--WT-SS	:30	4	\$2,500.00	P-2	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/19/12	03/25/12	--WT-SS		4				\$2,500.00		0.00			
E 4	WUSA	03/24/12	03/24/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/19/12	03/25/12	-----S-		1				\$250.00		0.00			
E 5	WUSA	03/26/12	03/26/12	CBS This Morning CBS This Morning	CM	7-9a	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/26/12	04/01/12	M-----		1				\$300.00		0.00			
E 6	WUSA	03/26/12	03/26/12	9 News @ 6p 9 News @ 6p	CM	6-630p	M-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/26/12	04/01/12	M-----		1				\$750.00		0.00			
E 7	WUSA	03/26/12	03/26/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/26/12	04/01/12	M-----		1				\$2,500.00		0.00			
													Totals	14	\$16,950.00

REP HEADLINE# 6072578

REP: TEL# 703 528 7800 FAX# 703 528 7880  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS RPT. FROM REP MAR20/12 12.04  
\*\*\* WUSA-TV \*\*\*

ADD \*\*\* ORIGINAL REV#0 \*\*\*

DELETE

ORDER

LINE/S

PARTIAL LINE/S

AGENCY - 600 FAIRMOUNT AVENUE, SUITE 306  
ADDRESS TOWSON, MD 21286

START DATE-MAR21/12 END DATE-MAR26/12 WK-1

REP:

TO: LANCE  
FR: HILARY  
\*\*NEW ORDER\*\*  
TTLS: 16950...14X  
PLS CFM, THX! 3/20

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021  
AN ELECTRONIC INV. WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE  
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009  
RESTORE OUR FUTURE

BS	REP	LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS	SEC	PLAN	PLAN PRICE	SPT /WK	RATE SPOT	STATION CD	SC#	SPTS /LIN
1	W-F				700A-900A			30	03/21	03/23					3	\$300.00			3

PROGRAM : EARLY SHW1 CBS

*Handwritten signature*

12578

REP: TEL# 703 528 7800 FAX# 703 528 7880  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS RPT. FROM REP

MAR20/12 12.04  
\*\*\* WUSA-TV \*\*\*

DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS	SEC	PLAN	PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	STS CD	SPOT /LIN
W-F	600P-630P			30	03/21	03/23					3	\$750.00			3
PROGRAM : 9NEWS AT 6															
3	W-TH,SA-SU	1100P-1135P		30	03/21	03/25					4	\$2,500.00			4
PROGRAM : 9 NEWS AT 11															
4	SAT	800A-1000A		30	03/24	03/24					1	\$250.00			1
PROGRAM : SAT ER SHOW CBS															
5	MON	700A-900A		30	03/26	03/26					1	\$300.00			1
PROGRAM : EARLY SHW1 CBS															
6	MON	600P-630P		30	03/26	03/26					1	\$750.00			1
PROGRAM : 9NEWS AT 6															
7	MON	1100P-1135P		30	03/26	03/26					1	\$2,500.00			1
PROGRAM : 9 NEWS AT 11															
MAR/12. 13400.00 APR/12 \$3,550.00												CONTRACT TOTAL			
												TOTAL SPOTS			
												16950.00			
												14			

MARKET TOTALS \$84,750 WUSA 20% WTTG 16% WJLA 29% WRC 35% WDCA 0% WDCW 0% CABL 0%  
SVC- NSI  
DEMOS- RA35+\*

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="color: red; font-size: 1.2em; margin-left: 150px;">WUSA-TV</span>	<b>Date:</b> <span style="color: red; font-size: 1.2em;">3-20-12</span>
--	--

I, Lauren Schumacher  
do hereby request station time concerning the following issue:

Restore Our Future, Inc.

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES	3/21 -	3/26/12		

**Total Charges:**     \$ 16,950<sup>00</sup>     GROSS

This broadcast time will be used by: Restore Our Future, Inc.

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ **Yes**
☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

PRESIDENTIAL RACE

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

RESTORE OUR FUTURE, INC.

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

12/6/11  
Date

Signature

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature

Printed Name

Title

Number	Date	Reference	Description	Tax	Amount
4020 ROFMD			ROF ROFMD TV 3/21-26		\$14,407.50
				Total Amount	\$14,407.50
				Discount Total	\$0.00
				Check Amount	\$14,407.50

THIS CHECK IS VOID WITHOUT A PURPLE BACKGROUND AND A WATERMARK - HOLD UP TO THE LIGHT TO VERIFY

**Mentzer Media Services, Inc.**  
 600 Fairmount Avenue  
 Suite 306  
 Towson, MD 21286

M&T Bank  
 32 York Road  
 Towson, MD 21204  
 7-11/520

**73013**

DATE: 03/20/2012  
 AMOUNT: \$14,407.50

PAY TO THE ORDER OF: **WUSA-TV**

FOURTEEN THOUSAND FOUR HUNDRED SEVEN AND 50/100

**14,407.50**

*[Signature]*

CHECK IS PRINTED ON SECURITY PAPER WHICH INCLUDES A MICROPRINT BORDER & FLUORESCENT FIBERS

⑈ 73013⑈ ⑆052000113⑆ 9841868970⑈